

# COURSE GUIDE 2020/21



# London College of Communication

is for the curious, the brave and the committed: those who want to transform themselves and the world around them.

Through a diverse, world-leading community of teaching, research and partnerships with industry, we enable our students to succeed as future-facing creatives in the always-evolving design, media and screen industries.

**Level 3: International Introduction to the Study of Design, Media and Screen**  
This one-year course for international students is a practical and theoretical preparation for applications to undergraduate courses in Design, Media, and Screen at London College of Communication. Choose from a range of pathways including: graphic design, advertising, journalism, branded spaces, public relations, illustration, animation, film, and photography.

**Certificate in Higher Education: Preparation for Design, Media and Screen**  
For international applicants only. This exciting and challenging course will allow you to develop your creative, academic and professional potential in design, media and screen. The course's blended learning approach combines online and workshop learning modes. You will also undertake a major project in a specialist area of your choice, designed to ensure you are fully prepared for the first year of your undergraduate degree at LCC. Successful completion of this course will guarantee the offer of a place on an undergraduate course at LCC.

\*\* Subject to revalidation

For more information about any of our courses:  
[arts.ac.uk/lcc](http://arts.ac.uk/lcc)  
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**Important Information**  
Information provided by the University is accurate at the time of first publication. Courses, however, remain subject to change. Changes may be necessary to improve the quality of educational services, in order to meet the latest requirements of a commissioning or accrediting body, in order to bring course content in line with best practice activities across the Higher Education sector, in response to student feedback, and/or due to a lack of student demand for certain units or options. Events may arise outside of the reasonable control of the University which lead to changes to courses. Such events may include industrial action, civil disorder, severe weather, and changes in applicable laws and/or safety requirements. If you have accepted a place on a course, we shall notify you of any changes as soon as reasonably practicable.  
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## Design

**BA (Hons) Design for Art Direction**  
BA (Hons) Design for Art Direction will help you learn the skills associated with being a practice-based designer. You will also develop your creative vision and the ability to direct other practitioners in realising that vision in whatever media and outcome are relevant to the solution.

**BA (Hons) Design for Branded Spaces**  
BA (Hons) Design for Branded Spaces introduces you to the design of immersive and interactive spaces using the latest digital technologies. You will design innovative spatial solutions to key challenges affecting urban futures across a range of commercial, retail, workplace, cultural and community branded interiors. The course is aimed at students who are interested in designing interior, pop up, installation and event spaces for commercial and cultural brands.

**BA (Hons) Design Management**  
Study design management and global cultures from the unique perspective of a communication, design and media institution. BA (Hons) Design Management is a practice-based course where you will apply critical thinking and design research methods to a range of projects and collaborations that address social, business and environmental needs.

**BA (Hons) Graphic and Media Design**  
BA (Hons) Graphic and Media Design builds on the rich heritage of graphic design education at London College of Communication. Our innovative approach encourages exploration of materials, media and methodologies across key areas including social design, branding, information design, typographic media and communication environments. You also have the opportunity to take a directed year out in industry anywhere in the world.

**BA (Hons) Graphic Branding and Identity**  
BA (Hons) Graphic Branding and Identity is designed to produce strategic thinkers and creative communicators. The course equips you with the tools to become a professional practitioner within this expansive industry. You will gain valuable insights into all aspects of the subject, from its historical, social, cultural and commercial contexts, through design practice relating to brand and identity expression.

**BA (Hons) Illustration and Visual Media**  
This studio-based course aims to produce creative and innovative illustrators who are prepared to take risks with their work. The course offers you the intellectual and creative space to examine existing definitions of illustration, whilst exploring future directions. You will develop a range of visual languages including animation, computing, photography and printmaking.

**BA (Hons) Interaction Design Arts**  
Create. Experience. Communicate. BA (Hons) Interaction Design Arts is a practice-led, experimental course focusing on the relationship between people, designed objects and experiences. You will work with narrative, moving image and filmmaking, alongside processes such as design prototyping and physical computing.

**BA (Hons) User Experience Design**  
BA (Hons) User Experience Design is a design-led and digitally focused course that explores user experience (UX) and user interface design (UID), for current and emerging technologies. The course produces industry-ready designers with a creative, practical and critical understanding of new technologies.

**Postgraduate Certificate/Diploma Design for Visual Communication**  
These courses offer an intensive vocational route into the graphic design profession and build confidence for those seeking to switch career, to return as a mature student, or wanting a bridge to Masters study. You will be taught design theory and practical skills in visual language, typography, colour and information design delivered through set and self-initiated projects. Available as part-time (Certificate) or full-time (Diploma) over a duration of 30 weeks.

**MA Data Visualisation**  
MA Data Visualisation is driven by the intelligent interrogation of data and intensive and original practice-led research. Create narratives with data and learn how to translate statistics into information that a wide variety of publics can understand. You'll research, interpret, critique and visualise data using a range of media, tools and techniques, and are encouraged to collaborate with other disciplines and sectors.

**MA Design for Art Direction**  
MA Design for Art Direction enables visual communication designers to develop the practical, conceptual and managerial skills needed to become leaders of their chosen professions. You'll set up creative partnerships and develop formats that provide nuanced and arresting experiences for multiple audiences – producing new visual languages for conceptual research and commercial innovation.

**MA Design for Social Innovation and Sustainable Futures**  
Created for students who want to work strategically and creatively as agents of positive change, this course positions design theory and practice as drivers for action. You will explore how design can deliver innovative solutions to the social and environmental challenges of our time. Social innovation and sustainability are examined within the context of relevant trends such as the sharing and circular economy, new technologies, digital fabrication, smart cities, wellbeing, population growth, and an ageing society.

**MA Design Histories and Futures**  
Supported by world-leading researchers from a wide range of design fields, you'll explore transnational perspectives on design, discover history through archives, create design fictions, author critical writing, develop critical design practice and collaborate with a wide range of industry and educational partners. By the end of the course, you will have developed a portfolio of writing and design practice that will enable you to comment authoritatively on a host of design contexts and issues.

**MA Design Management**  
MA Design Management combines academic study with creative and professional practice in a project-led curriculum that draws on a range of interdisciplinary perspectives from business and the arts. The course will enable you to develop high-level leadership, management, communication and analytical skills for a career in the creative and cultural industries.

**MA Graphic Branding and Identity**  
Understand, translate and communicate brand stories graphically. Explore the strategic thinking underlying brands and look at how that strategy can drive the creative expression. This course focuses on the role of visual identity within branding, with the aim of producing versatile and creative practitioners who understand design within a business, social and cultural context.

**MA Graphic Media Design**  
MA Graphic Media Design is concerned with establishing a distinct understanding of the fields of graphic design and visual culture, as well as those that infect, destabilise and unravel it. We invite thoughtful, critical, productive individuals interested in the effective articulation of design.

**MA Illustration and Visual Media**  
MA Illustration and Visual Media explores the creation and production of images at a time of unparalleled possibilities for skilled visual communicators. You will specifically investigate the opportunities for imagemakers to work with time-based, sequential, interactive and narrative forms. This will develop an experimental illustration practice that reflects the integrated nature of the design, communication and media industries.

**MA Interaction Design Communication**  
MA Interaction Design Communication provides an opportunity for experimental practice in an area of design that increasingly explores the intersection of the physical and digital domains. With a focus on synthesising thought through rigorous design prototyping (making), digital processes and user perspectives, the course is highly reflective of interdisciplinary practice within the contemporary design, media and communications industries.

**MA Service Design**  
This unique transdisciplinary course is designed for creative people who want to develop and apply design thinking to a broad range of societal and business challenges. It covers service design research methods and processes, offering opportunities for user-centred and co-designed innovation. By taking design to a strategic level, the course offers the opportunity to work collaboratively with experts from different fields.

**MA User Experience Design**  
MA User Experience Design is a professionally focused, design-led course that will equip you with the specialist skills to conceive, prototype and produce a human-centred experience in an interactive digital context. You'll learn the advanced studio skills of user experience (UX) design, the methods and practices of user research and the critical/theoretical background to the field.

## Media

**BA (Hons) Advertising**  
BA (Hons) Advertising will equip you with the skills that are essential for a successful career and place you at the centre of the fast-moving world of advertising. You will develop innovative thinking, creativity and enterprise skills. You'll also gain an understanding of the theoretical and practical aspects of every level of the advertising industry.

**BA (Hons) Contemporary Media Cultures**  
This course develops critical thinking and practice through an in-depth study of the role that media, culture and creative processes play in shaping today's world. BA (Hons) Contemporary Media Cultures draws on a range of new academic perspectives and combines them with the making of media, such as film, photography, journalistic writing and web-based content.

**BA (Hons) Journalism**  
Get inside the story with BA (Hons) Journalism at LCC. Known for its vocational approach and excellent industry links, you'll gain skills and practice in print, online, audio and video journalism. You'll also work on Artefact, the College magazine, in our fully equipped newsroom and sharpen your critical skills in lively seminars. After your first year, you'll choose one of two pathways to develop your area of expertise:  
• BA (Hons) Journalism: Audio and Video  
• BA (Hons) Journalism: Print and Online

**BA (Hons) Magazine Journalism and Publishing**  
BA (Hons) Magazine Journalism and Publishing is a unique course that combines the practical and technical skills of journalism, editing and production with a contextual understanding of the business of publishing. This wide-ranging course explores media studies, journalism, law, production and business management, and will give you the creative, analytical and transferable skills necessary to succeed in an increasingly dynamic, evolving media world.

**BA (Hons) Media Communications**  
With an emphasis on the social and cultural impact of digital media forms, this course examines the technologies, practices and policies that drive modern media communications. You will develop a critical understanding of new communications technologies through content production and by stimulating debate.

**BA (Hons) Photography**  
BA (Hons) Photography at LCC is an innovative programme that encourages you to develop a distinctive approach to photography. Spanning fine art, documentary and commercial practice and grounded in a critical understanding of the medium, you will develop and research your own ideas in relation to project briefs and learn the skills needed to work professionally.

**BA (Hons) Photojournalism and Documentary Photography**  
This exciting course is rooted in professional photojournalism and documentary photography as practiced today. You will acquire the essential skills to become a working photographer and to produce work for a range of outlets including newspapers, magazines (print and online), galleries, books and picture agencies.

**BA (Hons) Public Relations**  
Prepare for a successful career in the growing and dynamic public relations industry. Discover how brands communicate ideas, products and services to diverse audiences, and how reputations are formed and maintained in a digital environment. You will explore public relations as a force in the 21st century and its relationship to marketing and advertising.

**Graduate Diploma Photography**  
This course will help you enter the field of photography and work at the cutting edge of contemporary practice. You will build a foundation of technical skills, from analogue to the latest digital technologies, and develop professional skills through set course projects. You will finish the course with a high quality portfolio and a strong conceptual approach and personal identity to your practice.

**MA Advertising**  
By combining cutting-edge thinking with practical project work, MA Advertising will enable you to develop the essential skills and experience to succeed within this dynamic and challenging industry. You'll be encouraged to develop your own creativity, produce persuasive advertising work and gain an in-depth critical insight into advertising and its role in shaping society and culture.

**MA Arts and Lifestyle Journalism**  
MA Arts and Lifestyle Journalism will prepare you for this important and growing field of journalism. Guided by tutors with professional, multi-platform experience gained at national print and online newspapers, the BBC, Sky TV and elsewhere, you will develop key practical journalistic skills and learn how to apply them to your particular area of interest in arts, culture and lifestyle.

**MA Data Journalism**  
On this practice-based course you'll research and deliver your own journalistic project in the field of data journalism, with the opportunity to explore areas in news and investigation as well as in cultural, lifestyle and feature-based journalism. You'll learn how to collect, manage and interpret data in order to find and tell journalistic stories in a range of media. You'll also develop your skills in research, community-building and narrative skills on Twitter, Instagram and other social platforms. The course will prepare you for jobs such as data journalist, social media journalist and interactive editor.

**MA Media, Communications and Critical Practice**  
Explore contemporary media and communications alongside the cultural and creative industries on this unique Masters programme. You will be introduced to a range of critical and theoretical approaches as well as practice-based work in audio-visual content production, social media and visual cultural practice.

**MA Photography**  
MA Photography at London College of Communication offers a variety of conceptual approaches to thinking, writing and exhibiting photography. As a research-led course, it will equip you for a wider inquiry into the interdisciplinary aspects of the photographic medium as you develop a single exhibition project over the 15-month duration of the course.

**MA Photojournalism and Documentary Photography/Full Time**  
**MA Photojournalism and Documentary Photography/Part Time**  
This innovative, cutting-edge and internationally renowned course is designed for photojournalists and documentary photographers who wish to develop a wider vision of the practice and potential of the medium. The methodology and theory you will learn underpins a rigorous programme of photographic assignments building towards your major project. The course is taught in both full-time and part-time/online modes.

**MA Public Relations**  
This industry approved course develops the advanced skills and theory needed for a successful career in public relations and communications. You will develop the abilities, knowledge and skills to strategically manage the reputation of organisations and communicate effectively with stakeholders and the public. You will also learn how to build relationships with all forms of commercial and institutional organisations.

**MA Publishing**  
Prepare for a career in the dynamic publishing sector. You will acquire the professional toolkit to analyse different audiences and reader contexts. You will also master how content is commissioned, designed, produced, marketed and delivered across different media including books, magazines, tablets, e-readers and social media environments.

## Screen

**BA (Hons) Animation**  
BA (Hons) Animation is a practice-led course, enabling you to choose one of four specialist pathways that reflect industry specialisms. You will start by learning the fundamental skills and principles of animation in an intensive and collaborative setting where you'll develop knowledge and understanding of the whole production process. After your first year, you'll choose one of four pathways to develop your area of expertise:  
• BA (Hons) Animation: 3D Computer Animation  
• BA (Hons) Animation: Animation Arts  
• BA (Hons) Animation: Game Arts  
• BA (Hons) Animation: Visual Effects (VFX)

**BA (Hons) Film and Screen Studies**  
This course combines traditional film studies with contemporary disciplines from across the broader screen sector including television, animation, games and virtual reality. An extensive programme of screenings is curated to broaden and deepen your knowledge of these areas. Your critical analysis and writing skills will be informed by introductory studio-based activity in digital film production, animation, sound design, games design and virtual reality technologies. Your employability will be enhanced with the option to co-curate a student-led film festival in your final year.

**BA (Hons) Film and Television\*\***  
Delivered by acclaimed filmmakers and lecturers, this course prepares you for a career in film and television. You will have the opportunity to develop the relevant skills and in-depth understanding of industry practices required to make innovative content in a wide range of styles and forms from the box set to experimental shorts in both factual and drama.

**BA (Hons) Film Practice\*\***  
Geared towards industry and designed to develop your creative, commercial and practical skills, BA (Hons) Film Practice will prepare you for a range of technical roles within film production. Workshops in the areas of sound, camerawork, lighting, producing, acting, editing, screenwriting, production design, directing and assistant directing will develop your skills and potential to operate creatively and within a variety of technical roles.

**BA (Hons) Games Design**  
Build. Test. Play. BA (Hons) Games Design gives you the opportunity to take the software tools of games design and create new gaming experiences. From storyboarded concepts to playable prototypes to user testing and evaluation, you'll design the code as well as the visual feedback systems so you're ready to join the industry and develop new games from scratch.

**BA (Hons) Sound Arts\*\***  
The course centres on the diverse ways that sound is used creatively in the contemporary world and will teach you how to apply your creativity to produce original pieces of work in a wide range of artistic areas. The course covers a broad range of areas, including: fine art, sound studies, art installations and gallery practice, audio-visual communication, game environments and virtual reality, community projects, creative coding, soundscape pieces, interactive work and new media, and experimental musical work of all genres.

**BA (Hons) Television and Live Events Production**  
This industry focused course allows you to develop specialist skills and gain a detailed understanding of the many types of production work involved in television and live events. You will learn to creatively produce and record, to design and production manage projects for this exciting industry. You will also gain an understanding for staging productions and of economics (such as sponsorship and income generation), and be taught practical skills to make and transform environments.

**BA (Hons) Virtual Reality**  
Virtual reality (VR) is a rapidly growing industry, producing experiences across art, design, entertainment, film, games, heritage and simulation. This course offers you the chance to design and shape the future of the VR field. You will develop a specialist knowledge of the design and creative aspects of VR as well as an understanding of the workflows and teams required to create immersive experiences.

**MA 3D Computer Animation**  
MA 3D Computer Animation is a practice-led course that explores both the theory and practice of digital 3D animation in films, television, games and interactive applications. With new and emergent technologies changing how we make, understand and experience animation, you will be encouraged to test boundaries and explore the practices of animation from a variety of critical as well as professional perspectives.

**MA Animation**  
MA Animation explores both the theory and practice of animation across a broad range of experimental visual media. The course encourages experimental and reflective practice that echoes the cross-media nature of the design, communication and media industries.

**MA Documentary Film**  
Direct and produce your own film in a high definition professional environment on this highly regarded course. The emphasis is on strong ideas and the development of specialist skills in production, directing, camera operating, sound recording and editing. You will benefit from the extensive industry experience of our tutors, which includes BBC and Channel 4 broadcast, gallery and festival screenings.

**MA Film**  
MA Film is a highly vocational and hands-on course which will develop your understanding of the creative, commercial and practical aspects of digital film production. The course will enable you to develop and expand your potential as a creative practitioner, able to operate across a variety of disciplines and produce original and valued work within this highly competitive industry.

**MA Games Design**  
Rooted in experimental practice, MA Games Design will equip you with both the technical and critical skills to allow you to produce a broad portfolio of innovative game prototypes. The course will enable you to understand and articulate the unique value of game experience to an increasingly interested design industry and allow you to understand the value of your game experience prototypes.

**MA Screenwriting**  
This is one of the UK's leading film and TV scripting courses with a strong reputation in the industry. You will develop your writing skills and generate a unique portfolio of work, preparing you for a career as a writer or script editor. It is taught by professionals with extensive experience as well as visiting industry practitioners.

**MA Sound Arts**  
Intensive and specialised, this programme is designed to further the development of your conceptual and contextual understanding of sound arts practice and its discourse. You will be encouraged to adopt a personal and distinctive approach to your work in building your portfolio, and will be engaged in practical and theoretical research that develops your creative and critical competence to an advanced level.

**MA Television**  
This unique course delivers the skills needed to design and make fact-based television programming. You'll learn how to translate your ideas into practical, hands-on, advanced programming and also learn about pitching, budgeting and how to establish your own production company.

**MA Virtual Reality**  
MA Virtual Reality provides the opportunity to explore and develop the application of VR technologies across filmmaking, visual effects (VFX), animation, games and immersive augmented reality (AR) experiences. The course explores both the practice and theoretical implications of these emerging technologies. This will help position you at the forefront of setting the narrative and critical language of how VR can be applied across a vast range of media products.

**MA Visual Effects**  
MA Visual Effects (VFX) is a practice-led course that will develop your technical computing and aesthetic skills, as well as your animation, lighting and editing capabilities. The course offers specialist visual and computing practice to help you blend computer graphic imagery (CGI) seamlessly into live action. Your studies will culminate in a collaborative project which will prepare you for integrated roles within the VFX industry.

**Executive MBA for the Screen Industries**  
From Oscar-winning film producer Lord David Puttnam and LCC, this Executive MBA is designed for the global screen industries. You will be inspired by case-studies from leading practitioners and guest lecturers. You will learn effective, creative leadership and management practices to empower you to grow your business. Taught over 18 months, online with London-based residential sessions.